"CHARTER" MERCHANDISING GUIDELINES

Please find below merchandising options, in order of preference.

"CHARTER" CARTONS

#1 Option — **Locations with Carton Promotional Section—**

"Charter" cartons will be merchandised on the top 2 shelves of RJR carton fixture sections designated as promotional area.

#2 Option — **Locations without Carton Promotional Section**

"Charter" cartons to be merchandised on 50% of third shelf sections designated as *Price Value/Savings.* (Space previously allocated to Lorillard savings brands)

#3 Option — **"Charter" cartons to be merchandised on RJR designated (*Price Value/Savings)* sections.**

"CHARTER" PACKS

#1 Option — **"Charter" packs to be featured in RJR promotional pack area.**

#2 Option — **"Charter" packs to be merchandised / "cut in" on allocated RJR pack shelves.**

DUE TO THE NUMEROUS CARTON AND PACK MERCHANDISING CONFIGURATIONS THROUGHOUT THE HANNAFORD CHAIN, SHOULD YOU BE ENCOUNTERED WITH OTHER MERCHANDISING OPTIONS NOT ADDRESSED ABOVE, PLEASE FEEL FREE TO EXERCISE YOUR GOOD JUDGMENT IN MERCHANDISING "CHARTER".

IN THE NEAR FUTURE, NEW PACK AND CARTON PLAN-O-GRAMS FOR HANNAFORD LOCATIONS WILL BE FORWARDED TO YOUR ATTENTION.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnwn0000

"CHARTER" MERCHANDISING EXAMPLE

RJR CIGARETTE PLANOGRAM

HANNAFORD BROTHERS CO.

STORE #241 — BELFAST, ME

18-FT. INLINE CARTON/PACK

CARTON OPTION #1

CARTON OPTION #3

CARTON OPTION #2

PACK OPTION # 1

PACK OPTION # 2

PRICE VALUE	FULL MARGIN	FULL MARGIN	FULL MARGIN	PROMO	PACKS
RJR	RJR	RJR	RJR	CHARTER	RJR PROMOS
RJR	RJR	RJR	RJR	CHARTER	RJR
RJR 6 PL 6	P L	P L	P L		RJR
BAT	BAT	BAT	BAT		P L
BAT 6 PM 6	P M	P M	PM		BAT
P M	P M	P M	P M		BAT 14 PM 6
PM	P M	PM 6 LM 2	L M		P M
					P M
					P M
					PM 9 L&M 10
4-FT. 12 ROWS	2.5-FT. 8 ROWS	2.5-FT. 8 ROWS	2.5-FT. 8 ROWS	2.5-FT. 8 ROWS	4-FT. 19 FACINGS

CARTONS

COMPANY	TOTAL ROWS	% OF ROWS
RJR	78	31.0
P L	30	11.9
BAT	42	16.7
P M	92	36.5
L M	10	4.0
TOTAL	252	100.0%

PACKS

COMPANY	TOTAL ROWS	% OF ROWS
RJR	57	30.0
P L	19	10.0
BAT	33	17.4
P M	71	37.4
LM	10	5.3
TOTAL	190	100.0%

RJ Reynolds Tobacco Company

Approved By: LEANNE DUCA *Date:* 11/3/95

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